BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 17: Market Research**
Learning aim(s)	**B**: Plan and implement a market research activity to meet a specific marketing objective **C**: Analyse and present market research findings and recommend process improvements
Assignment title	Market research in action
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	A friend has heard that you are working as a research assistant and has asked if you could assist them in with some market research. Your friend is interested in setting up a mobile coffee stall business. However, your friend knows that there is already a lot of competition in the local area including from the big name, high street coffee chains. Your friend wants to make sure that they stand out from the competition to help ensure a success. They have asked if you can help by planning and undertaking market research and analysing the results.

Task 1	You are to conduct some market research for your friend's business idea. The purpose of the research is to obtain sufficient data to help your friend launch their enterprise successfully. The first part of your task is to produce a market research plan. In your plan you should: • define the problem and set out your research objectives • set out a budget for the market research • determine the data that is to be collected and the methods that you plan to use including at least two types of secondary research and two types of primary research • produce a primary pilot questionnaire and pilot sampling plan Once you have completed your market research plan you will need to undertake secondary research. This should include gathering of any research data that already exists and is organised for you. Next, you will carry out your pilot research to collect sample data/findings which you will need to include your pilot research findings as an appendix to your work. You will then need to write a report in which you evaluate the findings of your primary research and recommend changes that should be made to the final market research activity. In your evaluation you should think about: • the appropriateness of the methods you have used

	• the types and quality of data you have collected • the effectiveness of your sampling plan Using the outcomes of your evaluation, you will produce a modified final version of your market research plan. Both this final version and the original version should be included in the appendix of the report. Once these improvements have been made, you are to carry out the final market research activity collecting a range of both primary and secondary data.
Checklist of evidence required	• Initial and final market research plans • Secondary research findings • Pilot and final primary research activities, e.g. questionnaires. • Initial and final primary research data • Report detailing evaluation of the pilot research undertaken • Observation records by assessor/teacher discussing your undertaking of both pilot and final secondary research as well your secondary research.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
17/B.D2	Evaluate the effectiveness of the pilot research recommending changes that should be made to the final market research activity.
17/B.M2	Analyse the reasons for choosing particular research methods, the type of data to be collected and the sampling plan.
17/B.P4	Undertake the final market research activity using a detailed sampling plan to obtain a range of secondary and primary data.
17/B.P3	Undertake pilot primary market research and collect sample data
17/B.P2	Undertake secondary research for a selected marketing objective

Task 2	You now need to write a report analysing the findings of your market research using a wide range of statistical analysis techniques to fully interpret the findings of the market research data collected, and present these findings using appropriate use of charts, tables and diagrams to show the outcomes of the data analysis. You will then produce a report assessing the limitations of the data/findings. When making this judgment, you should consider: • the accuracy of the data, • whether it is subjective in any way, • if there is bias present and whether the findings are reliable. The report should also consider the effectiveness of the process carried out, in terms of whether the original marketing objectives were achieved, and will make recommendations for improvements.
Checklist of evidence required	Written report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
17/C.D3	Assess the limitations of the data collected and justify research

	planning process improvements in light of the work undertaken.
17/C.M3	Analyse the findings of the market research using a wide range of statistical techniques and comment on confidence levels.
17/C.P5	Interpret findings from the market research undertaken, presenting them in a range of different formats

Sources of information to support you with this Assignment	We are committed to ensuring that teachers/tutors and learners have a choice of resources to support their teaching and study. We would encourage them to use relevant resources for your local area such as local employers, newspapers and council websites. https://www.thebalance.com/market-research-4073996 https://zapier.com/learn/ultimate-guide-to-forms-and-surveys/design-analyze-survey/
Other assessment materials attached to this Assignment Brief	None